Tourism Development and Socio-cultural Impact in Cox's Bazar, Bangladesh: Conflicts or Co: exists?

Md Zaker Hossin
Principal, BITHM College of Professionals, Chattogram, Bangladesh

Abstract: Tourism is increasingly appeared as an important tool for the community development to many developing countries, though it has impacts. Impacts on host community is huge and somehow it often received less concentration, especially in developing societies where economic benefit only takes the prime priority. The study has reviewed the "Social Exchange Theory" to understand the existing knowledge on socio-cultural impacts of tourism development- followed by a questionnaire survey of 180 local people. Perceptions of the local people revealed that tourism is thriving in Cox's Bazar with a significant impact on local economy through generating huge employments opportunity, having multiplier effects which lead to a quality of life to local people while the region was previously based on only the profession of fishing. However, this society is not apart from negative consequences as similar as other developing societies due to economic benefits become the only priority where diverse community use the same land. Negative consequences a lot but significant negative impacts include socio-cultural degradation and adaptation of the Westernisation. It is hoped that the current study will provide an insight to tourism literature and as well as to tourism developer and practitioners to comprehend the understanding of the socio-cultural impact of tourism development in a developing society.

Keywords: tourism development; community perceptions; community interaction; socio-cultural aspects; Cox's Bazar; developing society.

I. Introduction

Tourism is increasingly perceived as an important engine for physical and economic development to many developing countries. According to the report of UNWTO (2018), in the year of 2017, the total number of international tourists' arrivals in South-East Asia was 120.4 million from 36.3 million in 2000, which is clearly indicated that the developing world has now become its major growth area. It is also expected that South-East Asia will be a significant growth area with 187 million international tourists' arrivals by 2030 with a rapid increase in share by 10.3% in 2030 from 7.4% in 2010. Subsequently, this rapid growth of tourism has also provided the opportunity to both local people and tourists to exchange their own culture, customs, and handcrafts. Developing world, especially, South-East Asia has appeared as a cultural tourism hub to many culture lovers from Western society. Cooper et al (2005) stated that for socio-cultural and economic changes to many societies; tourism contributes to improving the living standard of local people and in this process tourism enhances the image of a region. However, the issues are arising whilst economic development becomes the first priority where diverse people use the same land. Besides that, tourism developers often ignore the negative socio-cultural impacts of tourism development towards local community which leads to unplanned tourism development and that takes along unpleasant situation for both hosts and guests.

The main aim of this paper is to investigate the community perceptions toward tourism development in Cox's Bazar, Bangladesh as a developing society. Cox's Bazar is the capital tourist destination of Bangladesh along with its natural beauty and world longest unbroken sandy beach (120 km) (Bangladesh Tourism Board, 2016). It is one of the emerging destinations in South-East Asia and as well as across the globe and tourist capital of Bangladesh which has a significant contribution to national economy. According to the WTTC (2015), the contribution of the tourism industry in Bangladesh reached some US$150 million in 2014 in compared to US$121.14 million in the previous year, 2013. The total number of international tourists' arrivals in this geographical location was 148,000 in the year of 2013 which is 18.4% higher than the previous year 2012. Besides that, WTTC (2015) report assumed that in terms of total Travel and tourism contribution in GDP, Bangladesh would take third place in South East Asia followed by India and Myanmar, whilst other key players like Thailand, China, Vietnam, Srilanka, and Indonesia would be the just behind of this destination by 2025.

To achieve the aim and objectives of this research, this paper has reviewed existing knowledge- Social Exchange Theory based on socio-cultural impacts of tourism development. The range of socio-cultural impacts has led to diverse opinions how to develop and manage tourism development in community-based destination more efficiently (Zulfa & Carlsen, 2011). Besides that, case study and methods are then introduced, followed by

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a quantitative method in which questionnaire survey of180 local people has been used. Finally, this paper has followed by the presentation and analysis of the findings that gather from the case study destination. In order to ensure that tourism is developed and integrated into communities without affecting local people; tourism planners, policy makers and practitioners need to be well informed about the socio-cultural impacts, and the complexities and the challenges associated with managing and responding to these. Therefore, it is hoped that this current study will be of value to provide insights to tourism management literature; and also to tourism developers, policy makers, academics and practitioners to comprehend the understanding of the socio-cultural impacts of tourism development towards local people in Cox's Bazar, Bangladesh.

II.   Literature Review

Social Exchange Theory

Although, the studies of socio-cultural impacts have been frequently explained by various academic theories; however, "Social Exchange Theory" (AP, 1992) is the widely used theory in tourism literature to comprehend the understanding of the socio-cultural impacts that occurs due to the interaction between hosts and guests. Smith (2007) argued that this theory infers that local residents evaluate tourism in terms of the costs and benefits they expect to occur in exchange for their involvement in its. Social Exchange Theory is about to sustain interaction of two-way exchange of social and psychological resources between individuals and a group of individuals (AP, 1992). This theory mainly stated that when an individual perceives higher benefits than costs, they will have positive attitudes towards development (Diedrich & Garcia Bauds, 2009). A more critical socio-cultural impact of tourism has emerged, while much of the literature has found tourism to have negative socio-cultural impacts (Faulkenberry et al. 2000; Sharma, 2004; Mason, 2015). Some studies have identified that tourism development has positive socio-cultural impacts (Andereck et al. 2005; Beeton, 2006; Belisle & Hoy, 1980; Blau, 1964). In addition, some other studies have identified both that tourism development has both positive and negative socio-cultural impacts (Gossling, Hall and Weaken, 2009; Hashimoto, 2002; Kim and Patrick, 2005; and Sharpley & Telfer, (2017). However, interactions through continual exchange between host and guest can lead to short-term and long-term positive and negative, individual and cumulative impacts (Gossling, Hall and Weaken, 2009; Sharpley & Telfer, 2014; Smith, 2007).

Socio-cultural impacts of tourism development:

Impacts of tourism development upon minority people and their communities have attracted the attention of many studies (AP, 1992; Butler & Hinch, 2007; Ryan & Aicken, 2005; Cohen, 1979; Perdue, 1987), but while reference has been made to the subsequent social and cultural tensions, relatively few such studies have had resources to structured sociological theory. Earlier most of the studies have used Coser's (1956) social conflict theory to understand the socio-cultural conflicts between tourism development and local communities. However, afterwards majority of the studies follow the Jafary's (1989) "cautionary platform" theory to understand the socio-cultural impacts. Moreover, Ryan, Zhang and Zeng (2011) have argued that many studies of tourism impacts are deeply contextualised within the specific physical appearance of case area. Andereck et al. (2005) assumed that socio-cultural impact as a subject has a long history in sociological theory and obviously forms of a central theme in not only general sociological theory but also a practical tradition of community-based areas. Ryan et al. (2007) defined social impacts as a result of a purposeful interaction among two or more parties in a competitive setting. Sharma (2004) asserted that socio-cultural impact refers to overall behaviour rather than to potential for action and subjective states and be continued to review the work of various theories including Cohen (1979); Perdue et al. (1987); and Coser (1956). Coser (1956) stated that it is generally agreed that social conflict has both functional and dysfunctional consequences if a social system is to benefit from conflicts, the negative effects of conflicts must be reduced and positive effects must be enhanced.

Positive socio-cultural impacts of tourism development:

Moreover, Hashimoto (2002); Mason (2015); & Smith (2007) stated that tourism development can contribute positively as well as negatively to the well-being of the host populations. Among socio-cultural benefits of tourism are cultural development and exchange, social change, improved image of the host community, improved public health, social and amenity improvements, education and conservation. On the other hand, the socio-cultural costs include host cultural distraction and debasement, social instability, crimes, consumerism, change in the law and social order, commercialised host-tourist relationship and change in tradition value (Liu & Var, 1986; Andriotis, 2004; Gossling et al. 2002). Furthermore, Mbaiwa (2004) has evaluated socio-cultural impacts of tourism development in the Okavango Delta (Botswana), in which founded some positive and some negative impacts. Positive socio-cultural impacts include- improvements of various local services, development of infrastructures, and the participation of the local communities in community-based tourism and natural resources management. Through these positive impacts, employment is generated and traditional culture is preserved and rejuvenated. Among the negatives socio-cultural impacts, enclave tourism,

racism, relocation of traditional communities, the break-up of the traditional family structures and relationships, an increase in crime, prostitution and demonstration effect are significant in tourism development. In addition, the studies of Kim and Patrick (2005); Sharpley and Telfer (2014); & Mason (2015) identified five dimensions of positive impacts of tourism development. These include: tourism resource development, urban revitalization, image enhancement, economic benefits, intercultural appreciation and tourism infrastructures development. These authors also identified some negative socio-cultural impacts of tourism development including- social disorder and conflicts, traffic problems and congestion.

Negative socio-cultural impacts of tourism development

To wind up, perception of local people towards tourism development is widely argued, however, yet not enough consideration has been given. Experiencing the other socio-culture becomes very popular to culture lovers across the globe. In that way, destinations are based on local community getting very popular to many cultural tourists, and thereby it takes along both positive and negative socio-cultural impacts toward local community. Positive socio-cultural impacts include the opportunity to cultural exchange, show up local customs, handicrafts, gastronomy, and so on. However, issues are arising while tourism development is not developed and managed properly. Tourism can yield huge socio-cultural benefits as well as overwhelming costs that should be studied together to have a better understanding of the host communities attitudes towards tourism (Mason, 2015; Smith, 2007; & Sharpley & Telfer, 2014). Failure to identify and understand the socio-cultural impacts of tourism development towards local community may cause a big issue. Therefore, in order to ensure and manage an effective tourism development in community-based tourist destination; tourism developers, policy makers, and practitioners need to comprehend the understanding of the socio-cultural impacts of tourism development towards the local community.

III.   Research Design

Research Method:

This research has applied a quantitative method to collect primary data from the case study destination. Dwyer et al (2012) stated that quantitative method is more useful in socio-cultural research as it is more reliable and objectives, and also often reduces and structures a complex problem to a limited number of variables. Jennings (2001) argued that the quantitative method involves numeric data as it relies on numeric data to draw conclusions or to test hypotheses. To be sure of the reliability of the results it is often necessary to study a relatively large number of people and to use computers to analyse the data (Veal, 2006). Saunders, et al. (2009) argued that the most common techniques that are used in this method are Survey, Questionnaires, and open-ended question pattern. These techniques usually use to capture the data and the values are added and statistical analysis of the same is carried out. In addition, Jennings (2001) argued that questionnaire survey is considered as a simple and easy way to collect quantitative data. This research has followed by a questionnaire survey of 180 local people with the intention to avoid the inconvenience of the respondents. The major motivation to do so the respondents were local populations who are a large group of people- apart from this method other methods might take more time and might be difficult to get enough number of respondents. It is also seen as simple and easier to the respondents to understand. In order to gather the detail information, Likert Scale, Ranking, and open-ended question patterns were used in this research.

Questionnaire Design and Sampling:

The researcher has divided the questionnaires into two phases where phase one designed to collect information about participant's profile. Afterwards, phase two helped to gather information about socio-cultural impacts of tourism development in Cox's Bazar. This method provided the opportunity to address the research subject socio-cultural impacts of tourism development towards the local community. To do so this questionnaire survey, the researcher has taken due consideration of the time factor and accordingly has restricted the questionnaire to 8 questions to be able to retain the attention of the participants. Therefore, this technique created an interest to the participants in the survey as it was considered to be easy and simple. Furthermore, this research has followed by probability sampling method to select a large group of local people from Cox's Bazar through "randomly sampling process". Ruwanpura, et al. (2010) stated that probability sampling means all members of the population have an equal chance as it is randomly selected from a large number of populations.

Ethical Consideration and Data Analysis:

Moreover, ethical consideration has been taken a major attention in this research. Veal (2006) suggested that ethical consideration must always be taken into account when collecting research data but more so when dealing with people in the research process. The researcher has offered a consent agreement to each participant along with the option of further research explanations, should they wish. In terms of data analysing, the researcher has applied most widely used package "Statistical Package for the Social Science" (SPSS) and

Microsoft Excel. This involved using various combinations of frequencies, cross-tabulation, and graphs to analyse quantitative data that have been collected in this research.

IV. Findings

The questionnaire survey and participants'opinion of this research focused on having a depth understanding of the socio-culturalimpacts of tourism development in Cox's Bazar. To support this research and have an easier analysis, the researcher has divided the questionnaire into two main phases, these include-respondents' profile and socio-cultural impacts of tourism development. Initially, the discussion starts with the results of a questionnaire survey that have been collected from local people of Cox's Bazar. Afterwards, the discussion precedes the analysis of these results along with the link to the literature review.

4.1 Respondents' profile

Displayed below are the findings of the participants' background of indigenous people that have participated in this research. The respondents' profile includes participants' age, gender, and occupation in order to understand their concerns, ideas and involvements within the Tourism and Hospitality industry.

4.1.1 Respondents' age

The researcher has used an 'open-ended' question in order to know the actual age of the respondents which allowed the researcher to be aware of the respondents' concern and understanding of the research subject. Among the respondents, the researcher has divided the respondents' age into various categories such as over 40, between 35 and 40, 30 and 35, 25 and 30, 20 and 25, and below 20. The age of respondents will be exposed in a graph below:

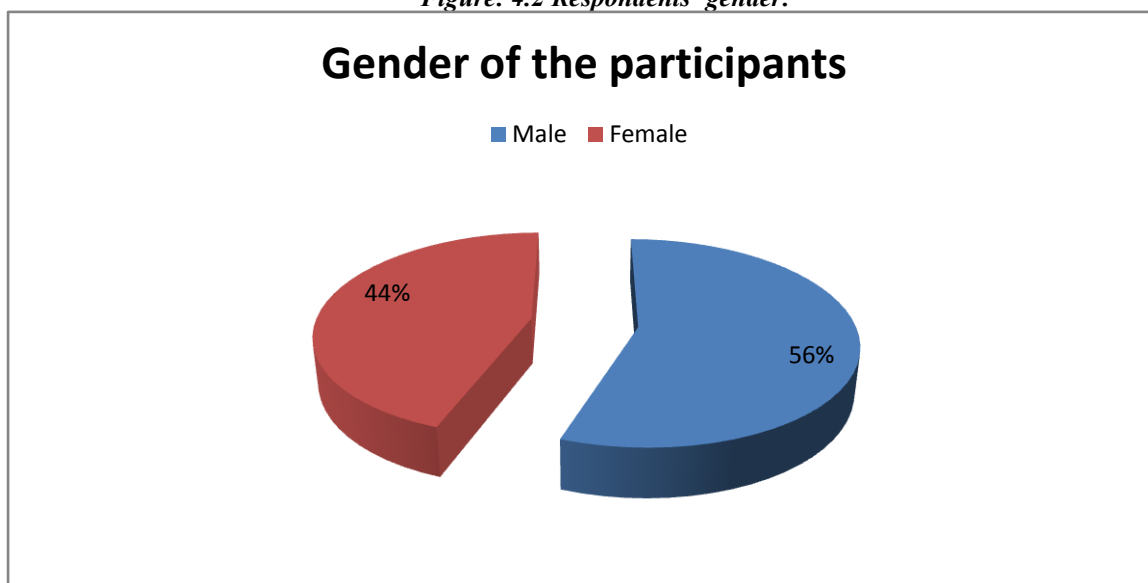*Figure: 4.1 Respondents' age:*
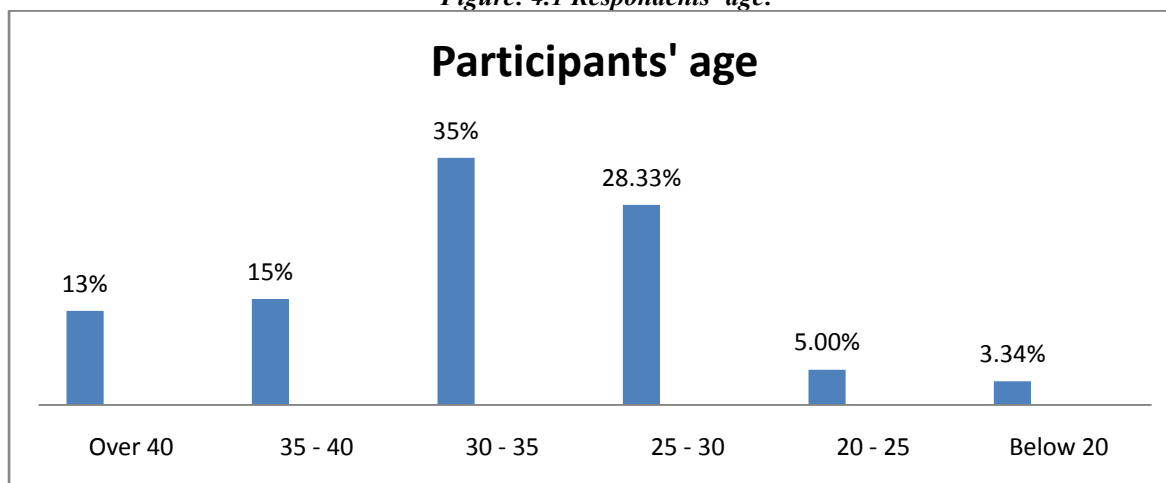
Above figure 4.1 gives an idea about the percentage of the respondents' age that have participated in this research. Among all respondents, the highest numbers of the respondents were age between 30 and 35 which was 35%, local people. Consequently, a second highest group of local people participated in this research age between 25 and 30 which was 28.33%. Moreover, 13.33% local people were involved in this research that age over 40. On the other hand, 5% respondents were age between 20 and 25 and only 3.34% were age below 20. In fact, the research finding indicates that most of the respondents' were age from 25 to over 40 (91.66%) which illustrates that they were really concerned and had enough idea about research subject.

4.1.2 Respondent gender

Among the respondents, the researcher randomly selected both combinations of male and female from local people in order to gather concerns and views from both sides about tourism development and its impact in this area. The number of respondents according to gender reveals in a pie chart below:

Figure: 4.2 Respondents' gender:

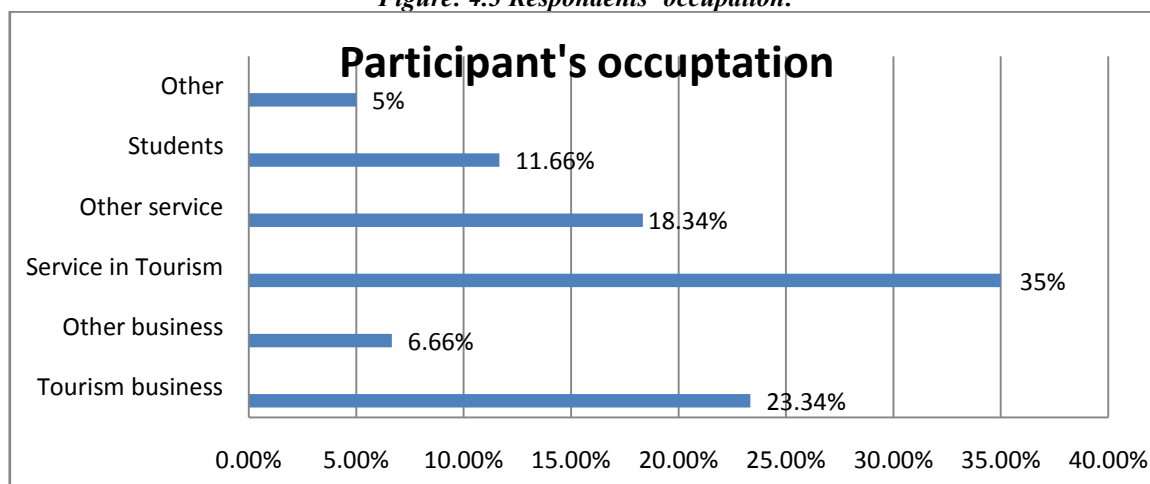## Gender of the participants

■ Male ■ Female

44%

56%

The above-mentioned figure 4.2 produced information on the total numbers of male and female from local people participated in this research. Among 180 respondents, 56% participants were male and 44% respondents were female in this research. Both combinations of male and female enabled this research to understand the concerns and views of socio-cultural impacts in this area and therefore, this research gathered depth information from both perspectives on the research subject.

4.1.3 Respondents' occupation

The answer to this question has provided strong information about respondents' involvement within the industry. The researcher has categorised the occupation of the respondents into various sectors namely tourism business, other business, service in tourism and hospitality industry, other services, students and other, according to the respondents' answers. The details of the respondents' occupation reveal in a pie chart below:

Figure: 4.3 Respondents' occupation:

Participant's occupation

Other — 5%
Students — 11.66%
Other service — 18.34%
Service in Tourism — 35%
Other business — 6.66%
Tourism business — 23.34%

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00% 40.00%

The above-mentioned figure 4.3 discovered that the occupation of the respondents who were involved in this research. Among the respondents, over fifty percent respondents (58.34%) stated that they are involved within tourism industry including 23.34% people are doing tourism and hospitality business and 35% people are working in the industry. In consequences, 41.66% respondents were from outside of the industry including 6.66% people have non-tourism business and 18.34% people were other professionals such as accountants, bankers, teachers and so more. Moreover, 11.66% respondents were students in which they were mixed college and university students, and 5% of the respondents have mentioned 'other' which includes tourism planners and writers. It is notable that in terms of the student respondents, none of them are studying tourism and hospitality as a subject, which showed that the poor condition of the tourism and hospitality qualification even though tourism is an emerging sector in this area.

4.2 Socio-cultural impacts of tourism development

The table has used in this part consisted first few statements about positive socio-cultural impacts of tourism development and rest of the statements about negative socio-cultural impacts of tourism development. In order to understand the local people's opinions, respondents were given the options to put tick from 'strongly agree' to 'strongly disagree'. The detail of the responses is shown in a table below:

*Table: 4.1, Total responses on socio-cultural impacts of tourism development*

No.	Statement	Strongly agree	Agree	Disagree	Strongly Disagree	Total responses (%)
a.	Tourism development has huge benefits for this region	10%	90%	0%	0%	100%
b.	Tourism development improves the overall quality of life in this area	3.34%	88.34%	6.66%	1.66%	100%
c.	Tourism gives the chance to the indigenous populations to meet with other people from different cultures	93.34%	6.66%	0%	0%	100%
d.	Tourists bring their own culture which can be in conflict with host culture	0%	6.66%	81.67%	11.67%	100%
e.	Tourists not respect the culture of local community	0%	0%	11.67%	88.33%	100%
f.	Tourist's language and dress code impact on local culture	0%	10%	70%	20%	100%
g.	Tourism also increases the crime and racism in this area	0%	10%	85%	5%	100%
h.	Tourism development impacts on the beliefs and values of Muslim people	0%	0%	88.33%	11.67%	100%

The table 4.1 mentioned above illustrates the total responses of local people in this research. All of the respondents argued that tourism development has huge benefits in this area. Among the respondents, most of the respondents (90%) were agreed, 10% people were strongly agreed and none of the respondents opposed with this statement. In terms of 'tourism developments develop the overall quality of life', 88.34% people were agreed while 3.34% people were strongly agreed, and 8.32% people were in contradiction of this statement including 6.66% participants disagreed and only 1.66% respondents strongly disagreed. Furthermore, the respondents further asked to provide their opinion on 'tourism gives the chance to the local people to meet with different people from different cultural background'. This time, all of the local people stated that tourism development gives them chance to meet different people from a different background including 93.34% people answered strongly agreed and 6.66% people were just agreed.

In contrast, the researcher has used some statements to understand the issues that have grown due to tourism development in this area. In terms of the issues, most of the respondents (81.67%) were disagreed with the statement 'Tourists bring their own culture which can be in conflict with host culture' and 11.67% local people also were strongly disagreed with this statement whereas only 6.66% people were argued that tourist's culture can be in conflict with host's culture. With the statement of 'Tourists does not respect the culture of local community', the majority of the respondents (88.33%) strongly disagreed while 11.67% people disagreed, but none of the respondents were agreed or strongly agreed with this statement. Moreover, in terms of the statement 'Tourists' language and dress code impact on local culture', 70% respondents disagreed and 20% people were strongly disagreed, however, 10% local people were agreed with this statement that means tourist's language and dress code impact on local culture. 85% people disagreed with the statement 'Tourism also increases the crime and racism in this area', while 5% people were strongly disagreed, however, 10% people were agreed with this statement. In terms of the statement 'Tourism development impacts on the beliefs and values of Muslim people', among all respondents, 88.33% people disagreed while 11.67% people strongly disagreed but none of the respondents were agreed or strongly agreed with this statement.

In addition, the researcher had an intention to further investigate the above-mentioned results and to understand the specific positive and negative effects of tourism development in Cox's Bazar. Therefore, the researcher has designed another two questions, in which the first question has been asked to the local people in order to reveal the positive effects of tourism development in Cox's Bazar. The respondents were given five statements along with options in order to rank one for most important and gradually number five for less important. The detailed answers of the respondents presented in a figure below:

*Figure: 4.4, Respondents' answers on positive effects:*
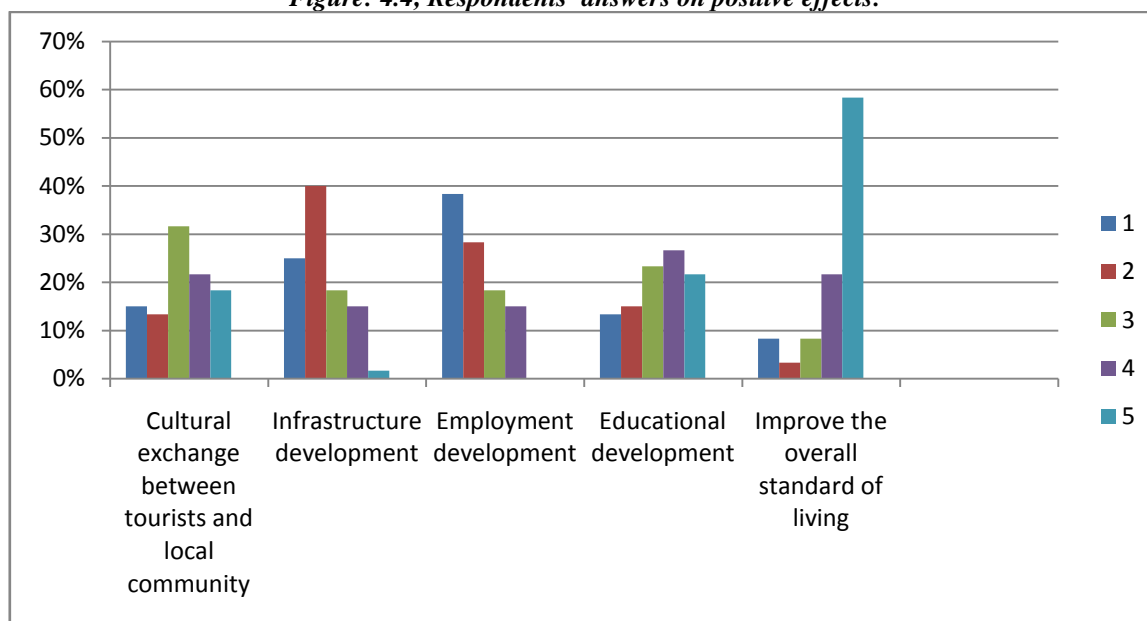
The above-mentioned figure 4.4 illustrated the total responses on positive effects of tourism development in Cox's Bazar. The result on this part showed that employee development is the most important positive effect in this area. Among the respondents, 38.34% people have argued that tourism development in this area has a significant effect as it is created huge employment opportunities for local people in both permanent and seasonal jobs. In terms of this statement, 28.33% people ranked it as a second important effect, 18.33% people marked it as third, 15% people ranked it as fourth important effect and none of the respondents ranked it as a fifth positive effect or less important effects of tourism development in Cox's Bazar.

Besides, 'infrastructure development' has been ranked as the second important effect of tourism development in this area. In that statement, 40% people have argued that tourism development in this area improves the development of local infrastructures, while 25% people graded it as first, 18.33% people marked it as third, 15% people positioned it as fourth and only 1.67% respondent ranked it as less positive effect of tourism development in this area. Afterwards, highest numbers of respondents (31.67%) have placed 'cultural exchange between tourists and local community' as the third positive effect of tourism development. Whilst 15% people ranked it as a very important positive effect, 13.33% people ranked it as second, 21.67% people ranked it as a fourth positive effect and 18.33% people placed it as the less important effect of tourism development. In terms of the statement 'Education development', most of the respondents (26.67%) classified it as the fourth positive effect of tourism development in this area. Besides, 13.33% people marked it as a very positive effect, 15% people marked it as second, 23.33% people categorised it as a third important effect and 21.67% people marked it as the less important effect of tourism development. Finally, the highest number of the respondents (58.34%) ranked 'improve the overall standard of living' as less important or fifth positive effect of tourism development in Cox's Bazar. However, only a few people marked this statement as a very important effect in this area.

Furthermore, the researcher has designed a second question in order to understand the specific negative effects of tourism development in Cox's Bazar. As same as the previous question, the respondents were also given five statements along with the options to rank the negative effects of tourism development in Cox's Bazar with the explanation to rank number one for very negative and gradually number five for less negative tourism effects. The answers of the respondents on the negative effects of tourism development in Cox's Bazar are shown in a figure below:

Figure: 4.5, Respondents' answers on negative effects:
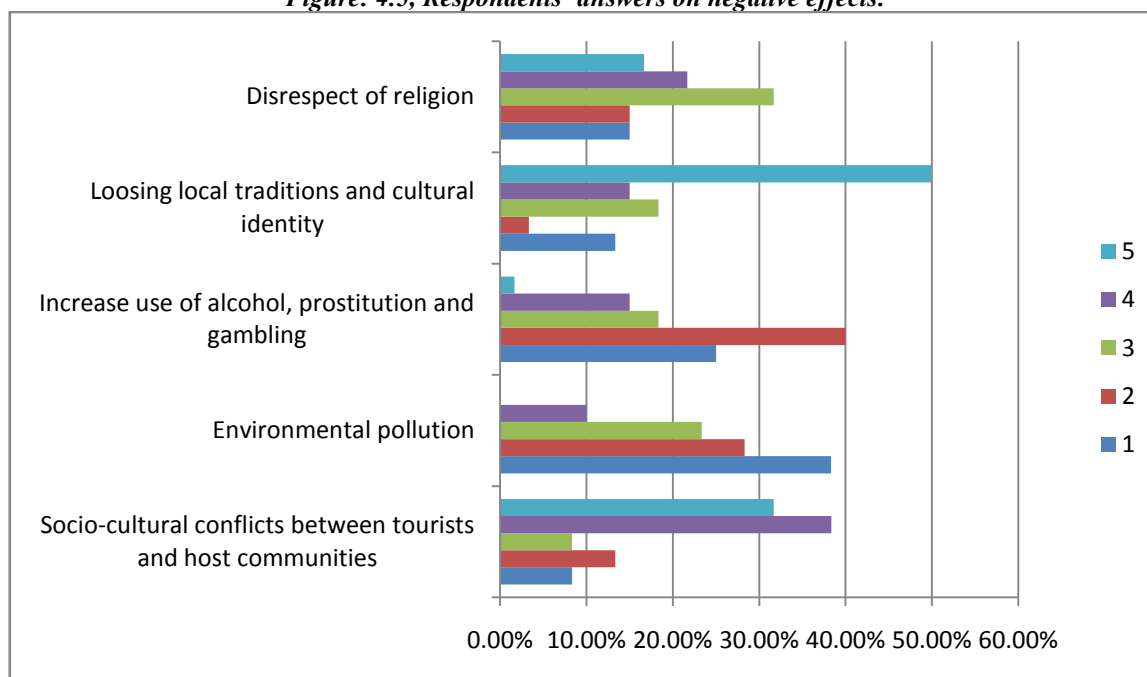
The above-mentioned figure 4.5 demonstrated the respondents' responses to the negative effects of tourism development in Cox's Bazaar. In terms of the negative effects, environmental pollution has been taken attention of almost all respondents. Therefore, highest numbers of respondents (38.33%) have claimed that 'environmental pollution' as the very negative effect of tourism development in this area. Besides, 28.33% people ranked this statement as a second negative effect, despite the fact 23.33% people marked it as third, 10% people ranked it as fourth and none of the respondents marked it as a fifth negative effect. Afterwards, second highest numbers of people (40%) marked 'increase use of alcohol, prostitution and gambling' as the second negative effect of tourism development in this area. 25% people marked it as very negative effect whereas 18.33% people marked it third, 15% people marked it fourth and only 1.67% respondents marked it as the less negative effect of tourism development in this area. Furthermore, 31.67% respondents have given attention on religious issues and marked it as third negative tourism effect in this area while similar number of people (15%) marked it as both first and second negative tourism effect in this area, 21.67% people placed it as fourth and 16.66% people stated as less negative effect of tourism development. In addition, most of the respondents (38.34%) marked the statement 'socio-cultural conflicts between host and guest' as the number fourth negative effect, and 50% people ranked the statement 'losing local tradition and cultural identity' as fifth tourism effect. However, only a few local people agreed that 'socio-cultural conflicts between guest and host' and 'losing local tradition and cultural identity' are very negative effects at this moment.

V.   Analysis Of The Findings And Discussion
Above mentioned, the findings of this research have revealed that tourism development in Cox's Bazar has significant socio-cultural impacts. The respondents' arguments on table 4.1 stated that tourism development in Cox's Bazar has huge benefits for the local people as well as for the country. These arguments further clarified by the arguments in figure 4.4, in which local people asserted various benefits that tourism development takes along in this area. Particularly, in figure 4.4 many respondents argued that tourism development in Cox's Bazar brings incredible benefits for the local people through creating huge employment opportunities, improving local infrastructures, giving the opportunity to exchange culture, and improve the overall living standard in this area. These findings also supported by various theories that have been discussed by different writers in chapter two in which Belisle & Hoy (1980); Blau (1964); Cooper et al.(2005); Gossling, Hall & Weaken (2009); Mason (2015); Sharpley & Telfer (2014); & Smith (2007) arguments can be repeated. Smith (2007) stated that tourism development in developing countries creates huge employment opportunities and improve the local infrastructure. Moreover, Sharpley & Telfer (2014) argued that tourism development in developing countries is a set of economic and physical development, which is absolutely right in terms of tourism development in Cox's Bazar as the tourism developments significantly improve the economic, physical and cultural benefits in this area. Previously Cox's Bazar was the city that based on an only fishing profession,

however, due to tourism development in this area, local people are benefitting by both economically and physically.

In addition, Cooper et al (2005) argument also controls the theories that have been mentioned by above writers. According to Cooper et al. (2005), tourism in developing countries is significant as it is a source of economic, physical and cultural development. Both table 4.1 and figure 4.4 produced the results that argued by above-mentioned writers. Especially figure 4.4, it stated the most effective benefits of tourism development in this area. Ryan & Aicken (2005) argued that tourism development in developing countries has huge benefits for the local people, particularly for economic development, infrastructure development, and cultural exchange. More significant benefits argued by Jafary (1989); Cohen (1979); Zeng (2011) & Hashimoto (2002). They assumed that tourism development in developing countries has incredible development in economic, especially for tourism multiplier effect. This economic development in developing countries further scrutinised by Smith (2007), he stated that tourism development in developing countries not only benefitting the people involved within the industry, but also it is benefitting other people through tourism multiplier effects. However, the responses of local people further showed that though tourism has benefitted, but still it could not be able to develop overall living standards due to low pay in the industry and seasonal business (table 4.1 and figure 4.4). Andereck et al (2005) argued that tourism businesses are mostly seasonal business, and thereby provide low pay compared to other industries. The payment in the industry and the other benefits in Cox's Bazar yet not satisfactory which is also claimed by Jafary (1989). He said that tourism industry has a bad spot as the tourism organisations pay very low compared to other industries. Therefore, tourism development yet did not bring a significant change in the overall living standard of the people in developing countries.

Furthermore, the second important benefit of tourism development have argued by the respondents in figure 4.4 is 'infrastructure development'. In terms of infrastructure development, Beeton (2006) asserted that tourism development in developing countries improves the local infrastructures, especially for the improvement of transports and roads. In terms of tourism development in Cox's Bazar, many local people persuaded that tourism development improves the local infrastructures, many international standards hotel are in operation, and thereby the stakeholders also develop the road and transport for better communication. The argument of Hashimoto (2002) also revealed the positive benefits of tourism development in developing countries which is frankly hunting the arguments of local people. Many respondents clarified that infrastructures development is considerable in this area in which transport, roads and an international airport are significant developments occur due to tourism development. However, the above-mentioned writers including Butler & Hinch (2007); Ryan & Aicken (2005); Cohen et al. (2002); Jafary (1989); Gossling et al. (2002); Sharpley & Telfer (2015); & Smith (2007) did not deny the negative effects of tourism development in developing countries. Especially Smith (2007) argued that tourism development in developing countries also brings terrible negative effects for its nations as developing countries mostly look for economic benefits, as a result most of the time environmental, other related issues often ignored. The terrible effects of tourism development in Cox's Bazar have been argued by local respondents in table 4.1 and table 4.5. Many respondents have claimed that tourism development leads to a number of negative impacts including environmental pollution, cultural clash and adaptation of the westernisation. The terrible tourism effects further argued by Greenwood (2004); Coser (1956); Butler & Hinch (2007); Ryan & Aicken (2005) and Smith (2007). These writers claimed that tourism development in developing countries arises immense environmental pollution. Among them, Greenwood (2004) and Ryan et al. (2007) argued that many developing countries often aspect for economic benefits, therefore other issues are often tolerated or accepted. Moreover, Cooper et al. (2005) assumed that many developing countries do not bother negative effects as long as these countries are benefitted economically from tourism.

In addition, cultural exchange between indigenous people and tourists has been identified by most of the respondents in table 4.1 and figure 4.4, in which they claimed that cultural exchange is the important positive effect of tourism development in this area (table 4.1 and figure: 4.4). Many people courageously portrayed that tourism development in Cox's Bazar gives the chance to local people to meet with different people from different background. Sharma (2004) cited that tourism itself can now be seen as a cultural experience, it is an ideological framing of history, nature and tradition and a framing that has the power to reshape culture and nature to its own needs. This cultural exchange due to tourism development also supported by the argument of Hashimoto (2002), in which he stated that among socio-cultural benefits of tourism, cultural exchange is the important benefits of tourism development. Moreover, Mason (2015) further revealed that tourism development preserves culture, forgotten tradition and cultural stagnation, which is also acknowledged by the local people.However, Smith (2007); Sharpley & Telfer (2014) claimed that when culture comes to the tourism whether freely or forced it challenges a lot of negative effects. In addition, a further cultural challenge has been mentioned by Gossling et al. (2009), they discussed that tourist's dress code and languages have an effect on the local community, in terms of losing cultural identity and traditions. However, these types of cultural impacts have not yet been seen in Cox's Bazar as this destination is still internally famous and the

tourists are mostly domestic. Moreover, in table4.1, many respondents argued that tourism development in this area did not yet significantly increase the rate of crime and racism even though Brunt and Courtney (1999) claimed that tourism has a contribution to the increase of crime and racism.

To wrap up, above discussion demonstrated that tourism development in Cox's Bazar has numerous benefits for local people. The main profession of the local people of Cox's Bazar was fishing; however, through thriving tourism development in this region, local people have now more options than ever before. Besides that, Tourism development in this region has also significant positive impacts on employment generation, infrastructures development, cultural exchange between local people and visitors, and much more. However, it also takes along some terrible socio-cultural impacts. Especially, environment pollution, crime increases of alcoholic beverages, an adaptation of the westernisation and sex tourism. The findings and analysis show that tourism development in this geographical location has significant benefits. However, there are some negative socio-cultural impacts of tourism development which are needed to give more concentration.

VI. Conclusion, Implication and Limitation

The findings, while providing new insights, are just a starting point for understanding the socio-cultural impacts of tourism development towards the local community of this geographical location. The responses of the local people in this research revealed that tourism is an important part of this area. Earlier, the region was only based on the profession of fishing; however, tourism development has opened up many doors for the local people. Tourism development in this area has a significant multiplier effect, whilst local people either involved within the tourism industry or not, but still they are benefitting from it. This paper has identified numbers of positive socio-cultural impacts that tourism development takes along in this region. Among them, employment generation has been identified as a significant positive effect that tourism development brings in this location. Through flourishing tourism development in this region, creates thousands of job within the industry which provides an opportunity for local people to have a better quality of life. Besides that, the significant positive socio-cultural impact of tourism development has been identified in this paper is cultural exchange. Tourism development in this region has provided the opportunity to both tourist and host to share each other's culture. Through this cultural sharing, local people have the opportunity to show their local customs, handicrafts, foods and so on. Especially, local culture (Rakhayane culture), local foods (dry fish), and local handcrafts (Barmisstuff- clothes, achar, cosmetics) are holding and sharing the strength part of the local culture. Furthermore, other important positive socio-cultural impacts of tourism development have been identified in this paper is physical development. Previously, Cox's Bazar was a rural and undeveloped area; however, tourism development in this region has significantly developed the infrastructures including road, international airport, transport, and much more.

However, the findings of this paper have also revealed some negative socio-cultural impacts of tourism development in this region. The responses of this research have revealed that though tourism development has significant benefits for this region, conversely, it takes along some terrible problems towards the local community. Cox's Bazar is a community-based tourist destination, and therefore, the impact of tourism development directly affects the local community. The horrific socio-cultural impact of tourism development has been identified in this research is environmental pollution. Through blooming tourism development, there are many unplanned hotels, motels and accommodation providers established in this region. These unplanned service providers and incoming tourists are perhaps not much aware about the environment which leads to a terrible environmental problem for the local community. Besides that, losing local tradition and cultural identity has been identified as another negative socio-cultural impact of tourism development in Cox's Bazar. Local people of Cox's Bazar have certain forms of strong culture, beliefs and values. However, tourism development is increasing the use of certain tourism products such as alcoholic beverages, sex tourism, westernisation which directly contradicts with the local culture, views and beliefs. It is hoped that this paper has succeeded in providing some original insights into the socio-cultural impacts of tourism development in Cox's Bazar, Bangladesh which will be of value to policy makers, tourism developer and practitioners. To integrate and manage tourism development in this region more efficiently; tourism developers, policy makers and practitioners need to address these socio-cultural impacts of tourism development. Positive impacts need to be encouraged that will increase more positive attitudes from both hosts and guests. On the other hand, negative socio-cultural impacts of tourism development need to be addressed and managed properly. Social Exchange Theory (AP, 1992) infers that local people evaluate tourism in terms of the benefit and cost they expect to occur in exchange for their involvement in it. Therefore, failure to integrate and manage these negative socio-cultural impacts of tourism development may cause a big issue and lead to a socio-cultural conflict between local people and guests. Issues raised in this paper are important and the subject represents a rich field for further research.

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